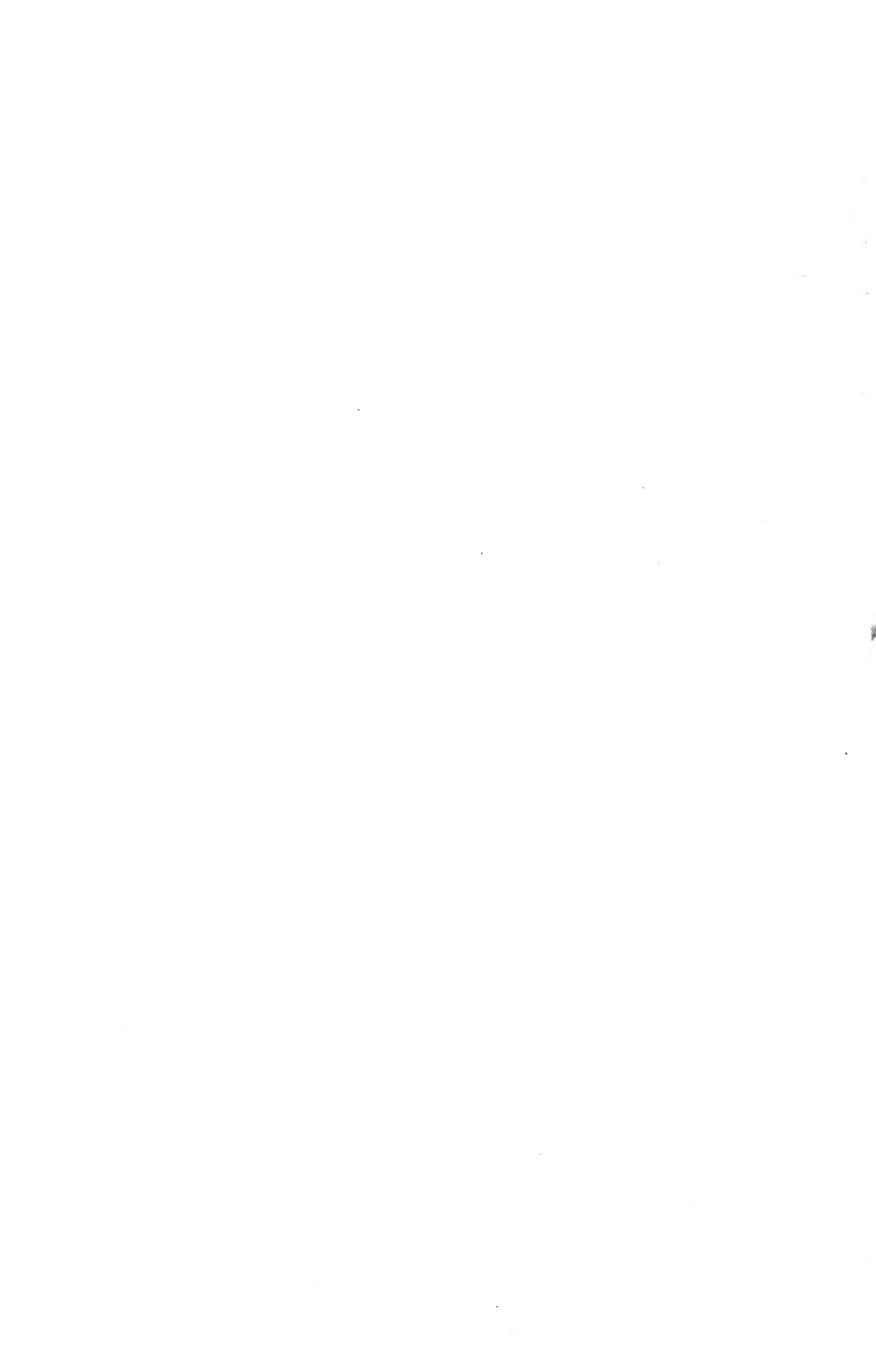


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# H. L. PEARCY NURSERY CO.

Route 2, Box 190

SALEM, OREGON



## ROYAL FILBERTS

In order to better appreciate Royal, we are making certain comparisons with a variety that you are familiar with, Barcelona.

Barcelona has been a profitable filbert to grow until the great influx of filbert nuts from southern Europe in the winter of 1946-1947. Germany formerly consumed most of the European filbert crop. We can expect heavy importations of filbert nuts from Europe until Germany again becomes a customer for those nuts. Until that time, we can expect low prices unless our government furnishes some protection to our local filbert growers. While good profits have been made with Barcelona, and we have thousands of Barcelona trees for sale, we have far more praise for Royal. However we will use Barcelona as a standard for comparison purposes.

Barcelona has long been considered as the best and most profitable of filberts. It has been "tops" since Brokke, Lima, Powell, Stump, Dorris, Quarrenburg, Prince and a number of other pioneer growers planted filberts 40 or more years ago.

Barcelona has never been noted for large sized nuts and as the orchards become older, the size of the nuts produced become smaller. The sellers of nuts have a jumbo grade. Barcelona had less than 1% of jumbo grade in 1946. Not too good business to advertise something that you do not have to sell, so this year, 1947-48, the sellers of nuts have reduced the size of each grade so as to have more jumbos. But will that set well with the consumer? The growers of Royals are putting a real jumbo on the market, and, yes, a super jumbo as well, **better than 80% of all Royals are Super Jumbo and Jumbo.**

## TIME MARCHES ON

About 25 years ago the original seedling which was later named Royal, was growing at Stayton, Oregon. The grower of this tree was the late Mr. E. Roy, a retired jeweler. The late A. A. Quarrenburg of Vancouver, Washington, beloved by all who knew him, suggested the name Royal for this wonderful nut.

Saying that Royal is the best filbert grown might be just a matter of personal opinion. So herein are presented some figures. After studying

them, you be the judge. The figures for this first comparison were furnished by C. E. Schuster, Government Nut Culturist, stationed at Corvallis, Ore. This test was taken over a three year period. It shows that the consumer is carrying away from the grocery store 5 to 6.7% more shell when he buys Barcelona than when he buys Royal.

Barcelona 40.5% kernel; 59.5% shell.

Royal 45.5% to 47.2% kernel; 52.8% to 54.5% shell.

The figures for the next comparison came from the Oregon Nut Growers first pool 1946.

	Super Jumbo	Jumbo	Large	Medium	Small	Culls
Royal graded	21.9%	62.8%	9.1%	3.%	None	3.2%
Barcelona graded	None	.76%	38. %	58.%	3.%	.24%
Royal per ton	436 lb.	1258 lb.	182 lb.	60 lb.	None	64 lb.
Barcelona per ton	None	15 lb.	760 lb.	1160 lb.	60 lb.	5 lb.
Royal buyer price	34c lb.	34c lb.	25½c lb.	22c lb.		
Barcelona buyer price		34c lb.	25½c lb.	22c lb.	14½c lb.	
Royal total per grade	\$148.24	\$427.72	\$ 46.41	\$ 13.20		
Barcelona total per grade		5.10	193.80	255.20	\$8.70	

Royal average price per pound **33.77c** or better than  $33\frac{1}{2}c$  lb.

Barcelona average price per pound **23.14c** or better than 23c lb.

Royal total per ton..... \$635.57

Barcelona total per ton 462.80

\$172.77 extra profit for the Royal grower.

That brings up the question of yield per acre of Royal compared to Barcelona. We have records of individual trees that are outstanding. Trees 12 to 15 years old, which are as good as any Barcelonas we have heard about. We think, however, rather than to give such figures we will see what two adjoining orchards are doing, one a Royal orchard and the other a Barcelona orchard. Not only are the soil types the same but the orchards are the same age and have had the same care. The trees growing in the Barcelona orchard were supplied by another nursery. Those in the Royal orchard were supplied by the H. L. Pearcy Nursery Co. The Royals have not only yielded more per acre of larger

nuts but the trees average larger than the Barcelonas. We have not figured what the average selling price has been for each of the last three years but are using the 1946 selling price which is 34c lb. for jumbos, 25½c lb. for large, 22c lb. for medium and 14½c lb. for small. The average price was taken from the chart above. Thus, the average price for Royal was 31.77c per lb. and for Barcelona was 23.14c per lb.

Average per ACRE yield and price received:

1945 4 year old ROYAL	21 lb. at 31.77c	\$ 6.67
1946 5 year old ROYAL	123 lb. at 31.77c	39.07
1947 6 year old ROYAL	169 lb. at 31.77c	53.43
Three year total	313 lb. at 31.77c	\$99.43

1945 4 year old Barcelona	7 lb. at 23.14c	\$ 1.62
1946 5 year old Barcelona	75 lb. at 23.14c	17.35
1947 6 year old Barcelona	68 lb. at 23.14c	15.59
Three year total	152 lb. at 23.14c	\$34.56

The 1947-48 price for Royal jumbos has been set at 35c per pound or 10c per pound higher than Barcelona jumbos are being quoted. We wish to rise to remark that better than 80% of all Royals grade out jumbo and super-jumbo. So we wish to repeat that the growing of Royal filberts is a very profitable farming venture, even during this period of heavy importations of cheap European filberts.

## WHAT DO THE BROKERS SAY OF ROYAL?

The Oregon Nut Grower's Association has introduced ROYAL to some of its eastern brokers. It has received favorable comment from every one of them. One jobber stated that he has an outlet, one of the largest stores in the country, who sold some Royals last season. The manager of this store has asked for the exclusive sales rights of the entire 1947 crop of Royals. That firm has experienced the wonderful sales appeal of Royal.

## A LOOK INTO THE FUTURE

The large glossy shell of Royal furnishes plenty of "eye appeal." That alone would sell the nut, but C. E. Schuster's tests show that Royal contains more weight of kernels to the pound of whole nuts than does Barcelona. Production records show that it is a heavy producer. So we have large size, attractive appearance, well filled nuts, a heavy producer, and a nut that sells for a premium. The demand is there for this outstanding nut. ROYAL is the nut we have been looking for for a long time to take care of this demand for a fancy product. Why not cash in on this opportunity?

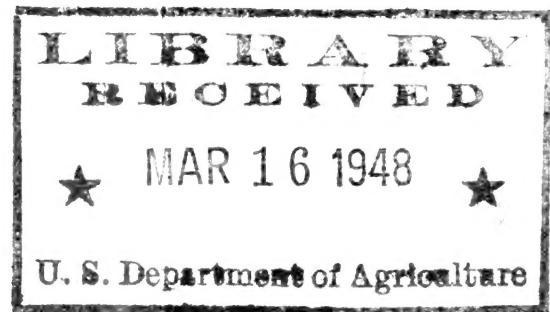
62.71

1947/48

# ROYAL

*The World's Finest*

## FILBERT



*Grown Only*

*by*

H. L. PEARCY NURSERY CO.

Route 2, Box 190 • Salem, Oregon

Telephone 2-2355